

WEB-FIRST ROADBLOCK SPONSORSHIP

Take advantage of large spikes in Design News website page views from cover stories leading up to and immediately following the print edition. Each story includes a mix of content including editorial coverage, videos, podcasts, blogs, e-newsletters etc. One exclusive sponsor will roadblock all of the online elements.

Exclusive opportunity to roadblock all online elements of Design News' hottest stories. Editorial coverage is launched two weeks before the print issue date, and continues for 12 months.

BENEFITS

Landing Page Ad Roadblock:

All sponsorship elements archived on DesignNews. Archived on DesignNews.com for 12 months. 100% SOV, own all Leaderboard, Boombox, Skyscraper and Button placements.

- Total 200,000 impressions during year

eNewsletter Traffic Drivers:

Feature will be launched with two Special Report e-newsletters to the entire Design News subscriber base driving traffic to landing page. Sponsor will own all 3 ad spots in each newsletter. 100% SOV. Promotion to continue throughout year.

- Total 300,000 impressions during year

Podcast Sponsorship:

Many of the features include multiple podcasts. 468x60 banner ad on podcast player as well as 10 second audio intro by sponsor. 100% SOV

Video Sponsorship:

Many of the features include multiple videos. 10 sec Flash intro by sponsor on any videos included on content.

COST

\$23,500 Gross

SPECIFICATIONS

Leaderboard (728 x 90):

File size: 25k maximum

BoomBox (336 x 280):

File size: 30k maximum

Skyscraper (160 x 600):

File size: 30k maximum

Button Banner (125 x 125):

File size: 15k maximum

Podcast Banner (468 x 60):

File size: 15k maximum

Color depth: 4 bit (16 colors)

Resolution: 72 dpi. Format: .gif, .jpg, Flash, 3rd Party ad server. Animation and rich media ok. Three loops max.

Newsletter (Text-HTML versions):

Headline: 40 char. max., including spaces

Body: 300 char. max., including spaces

Image: 120x60 15K max jpg. or gif

Graphic Ad: 468x 60 horizontal

positions Linking URL

MAILING INSTRUCTIONS

Insertion Orders:

designnewsorderentry@reedbusiness.com

Ad Creative:

Please mail materials to both of the following

email addresses:

• rbi-ads@adconductor.com

• adselectronic@reedbusiness.com



FEATURES

Learn about innovative 787 technologies, from gust suppression to composites. Images included.

Rolls-Royce Engine for More Electric 787 Dreamliner Takes Flight
As Rolls-Royce's Trent 7000 completes its first test flights, its chief engineer describes some of the engine's design highlights. [Read More](#)

Integrating Technologies is Main Innovation in Boeing 787
Part I of our interview with Boeing Chief Project Engineer Tom Cogan zeroes in on the myriad technologies in Boeing's newest airplane. [Read More](#)

Boeing 787 Dreamliner Engineering Chief Describes Partner's Organization
Part II of our interview with Boeing Chief 787 Project Engineer Tom Cogan focuses on how the company organized to design and make Dreamliner components using partners from around the world. [Read More](#)

Boeing 787 Dreamliner Represents Composites Revolution
Extensive use of plastic composites in the Boeing 787 Dreamliner reduces weight, allows new concepts in design, extends airplane life and allows for higher cabin pressurization. [Read More](#)

Boeing's 'More Electric' 787 Spurs Engine Evolution
With its 787 Dreamliner, Boeing has turned up the electric power and eliminated bleed air. GE Aviation and Rolls Royce have kept pace with new engine designs that cover this more electric aircraft. [Read More](#)

Boeing 787 Dreamliner Rolls Out Smoother Ride Technology
Boeing's 787 Dreamliner will use a smoother ride technology that anticipates the inertial response of the airplane. Result: Smoother ride, less motion sickness. [Read More](#)

Boeing's Virtual Workspace, Collaboration Lead to Real-Time 787 Dreamliner Design
Boeing's Dreamliner program offers key global suppliers a virtual environment for enhanced collaboration and leveraging P.L.M. tools to design, build and test the plane and its manufacturing processes digitally. [Read More](#)

Boeing 787 Dreamliner Orders Pass 500 Mark
Boeing updates on 787's Composites, Engines

Plastic Heat Sinks Eyed for Boeing Dreamliner
Boeing 787 Drives Carbon Fiber Composites

BLOGS

Stay informed on breaking Boeing news.

[Aeroflot's Big 787 Order Signals New U.S.-Russia Cooperation](#)

[Boeing 787 Aims to Improve Flying](#)

[Boeing 787 Dreamliner Orders Pass 500 Mark](#)

[Boeing Updates on 787's Composites, Engines](#)

[Plastic Heat Sinks Eyed for Boeing Dreamliner](#)

[Boeing 787 Drives Carbon Fiber Composites](#)

787 RESOURCES

Peruse these additional Boeing resources:

[Boeing Feels the Squeeze in Designing the 787 Dreamliner](#)

[Boeing Dealing with Fastener Shortage of Fasteners is Two](#)

DESIGN NEWS SPECIAL E-NEWSLETTER:



Design News Special Report: **Boeing 787 Dreamliner Takes Flight**
The 787 encompasses many technical, design and manufacturing innovations, from global design collaboration to composites. Be sure to check back for more information until 787's first flight. [Read More](#)

SCROLL DOWN for Boeing 787 Dreamliner features, podcasts and more!



Featured Boeing 787 Content
FEATURE: Integrating Technologies is Main Innovation in Boeing 787
Part I of DN Editor-in-Chief John Dodge's interview with 787 Dreamliner Chief Project Engineer Tom Cogan zeroes in on the myriad technologies in Boeing's newest airplane. Full Story

PODCASTS

Hear direct descriptions of

<http://designnews.com> - Design News Podcast - Mozilla Firefox

Subscribe to RSS | Email to A Friend | Download | iTunes

Boeing's Technology Tom Cogan

Boeing 787 (Part II) The 787's partner col

Boeing 787 Ken Fow integrator global team for all phas

Boeing 787 Boeing 787 Ron Hinde right to ask that uses 3 pneumatic

Boeing 787 Dreamliner Takes on Motion Sickness

Boeing 787 Dreamliner Takes on Motion Sickness

Boeing 787 Dreamliner Takes on Motion Sickness

Boeing 787 Dreamliner Takes on Motion Sickness

Boeing 787 Dreamliner Takes on Motion Sickness

Boeing 787 Dreamliner Takes on Motion Sickness

Boeing 787 Dreamliner Takes on Motion Sickness

Boeing 787 Dreamliner Takes on Motion Sickness

Boeing 787 Dreamliner Takes on Motion Sickness

Boeing 787 Dreamliner Takes on Motion Sickness

Boeing 787 Dreamliner Takes on Motion Sickness

Boeing 787 Dreamliner Takes on Motion Sickness

Boeing 787 Dreamliner Takes on Motion Sickness

Boeing 787 Dreamliner Takes on Motion Sickness

Boeing 787 Dreamliner Takes on Motion Sickness

Boeing 787 Dreamliner Takes on Motion Sickness

Boeing 787 Dreamliner Takes on Motion Sickness

Boeing 787 Dreamliner Takes on Motion Sickness

Boeing 787 Dreamliner Takes on Motion Sickness

Boeing 787 Dreamliner Takes on Motion Sickness

Boeing 787 Dreamliner Takes on Motion Sickness

Boeing 787 Dreamliner Takes on Motion Sickness

Boeing 787 Dreamliner Takes on Motion Sickness

Boeing 787 Dreamliner Takes on Motion Sickness

Boeing 787 Dreamliner Takes on Motion Sickness

Boeing 787 Dreamliner Takes on Motion Sickness

Boeing 787 Dreamliner Takes on Motion Sickness

Boeing 787 Dreamliner Takes on Motion Sickness

Boeing 787 Dreamliner Takes on Motion Sickness

Boeing 787 Dreamliner Takes on Motion Sickness

Boeing 787 Dreamliner Takes on Motion Sickness

Boeing 787 Dreamliner Takes on Motion Sickness

Boeing 787 Dreamliner Takes on Motion Sickness

Boeing 787 Dreamliner Takes on Motion Sickness

Boeing 787 Dreamliner Takes on Motion Sickness

Boeing 787 Dreamliner Takes on Motion Sickness

Boeing 787 Dreamliner Takes on Motion Sickness

Boeing 787 Dreamliner Takes on Motion Sickness

Boeing 787 Dreamliner Takes on Motion Sickness

Boeing 787 Dreamliner Takes on Motion Sickness

Boeing 787 Dreamliner Takes on Motion Sickness

Boeing 787 Dreamliner Takes on Motion Sickness

Boeing 787 Dreamliner Takes on Motion Sickness

Boeing 787 Dreamliner Takes on Motion Sickness

Boeing 787 Dreamliner Takes on Motion Sickness

Boeing 787 Dreamliner Takes on Motion Sickness

Boeing 787 Dreamliner Takes on Motion Sickness

Boeing 787 Dreamliner Takes on Motion Sickness

Boeing 787 Dreamliner Takes on Motion Sickness

Boeing 787 Dreamliner Takes on Motion Sickness

Boeing 787 Dreamliner Takes on Motion Sickness

Boeing 787 Dreamliner Takes on Motion Sickness

Boeing 787 Dreamliner Takes on Motion Sickness

Boeing 787 Dreamliner Takes on Motion Sickness

Boeing 787 Dreamliner Takes on Motion Sickness

Boeing 787 Dreamliner Takes on Motion Sickness

Boeing 787 Dreamliner Takes on Motion Sickness

Boeing 787 Dreamliner Takes on Motion Sickness

Boeing 787 Dreamliner Takes on Motion Sickness

Boeing 787 Dreamliner Takes on Motion Sickness

Boeing 787 Dreamliner Takes on Motion Sickness

Boeing 787 Dreamliner Takes on Motion Sickness

Boeing 787 Dreamliner Takes on Motion Sickness

Boeing 787 Dreamliner Takes on Motion Sickness

Boeing 787 Dreamliner Takes on Motion Sickness

Boeing 787 Dreamliner Takes on Motion Sickness

Boeing 787 Dreamliner Takes on Motion Sickness

Boeing 787 Dreamliner Takes on Motion Sickness

Boeing 787 Dreamliner Takes on Motion Sickness

Boeing 787 Dreamliner Takes on Motion Sickness

Boeing 787 Dreamliner Takes on Motion Sickness

Boeing 787 Dreamliner Takes on Motion Sickness

Boeing 787 Dreamliner Takes on Motion Sickness

Boeing 787 Dreamliner Takes on Motion Sickness

Boeing 787 Dreamliner Takes on Motion Sickness

Boeing 787 Dreamliner Takes on Motion Sickness

Boeing 787 Dreamliner Takes on Motion Sickness

Boeing 787 Dreamliner Takes on Motion Sickness

Boeing 787 Dreamliner Takes on Motion Sickness

Boeing 787 Dreamliner Takes on Motion Sickness

Boeing 787 Dreamliner Takes on Motion Sickness

Boeing 787 Dreamliner Takes on Motion Sickness

Boeing 787 Dreamliner Takes on Motion Sickness



FOR MORE INFORMATION: Contact your Design News representative or Brian McAvoy, Internet Sales Director, at 781-734-8191 or email at brian.mcavoy@reedbusiness.com